

AUTOMOTIVE  
SECTION

## Economic Conditions Prevent Lowering of Car Prices

AUTOMOTIVE  
SECTIONNO CUT IN PRICES  
OF AUTOS IN SIGHTA. G. Seiberling, of Haynes Co.,  
Says Economic Conditions  
Prevent Reductions.

"Prices, in general, have been one of the main topics of discussion during the last year, not only in the public press, but also in the daily conversation of the people of the nation," declares A. G. Seiberling, vice president and general manager of the Haynes Automobile Company, Kokomo, Ind. "Prices have held the center of the stage in the homes, in the Government offices at Washington, and

## MOTORCYCLES

To make room for the new ACE we are selling used machines of all makes at a sacrifice—from \$35 and up.

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522 10th St. N. W.915  
CARS  
STOLEN  
In Washington  
During 1919

Stop him!

In full view of scores of people the other day and under the very eyes of its owner a \$5,000 enclosed car was whisked away by an auto thief—and no trace of it has been found since.

Your car is no longer safe from theft. Wholesale stealing goes on unchecked. What you need is a

KARLOK  
BLOCKS THE MOTOR THIEF

With this unique device fitted to the steering column of your car it can be left anywhere—any length of time—"A twist of the wrist—and it's locked." It cannot be steered or towed.

KARLOK—the positive automobile lock is AUTOMATIC—cannot be locked or unlocked accidentally.

It is approved by the Insurance Underwriters. Have it attached to your car and get 15% of your theft insurance rebated at once. Play safe! It pays! Do it NOW!

PRICE  
\$15

Attached While You Wait

Dealers Take Notice

KARLOK #111 on sight. Demand is enormous. Write for liberal dealer proposition.

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We Do Not Bore Into the  
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Auto Supply Co.,  
4001-03 14th St.  
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2160 Vermont Ave.

even in the convention halls of the great political parties.

"The question unanimously asked is: 'When will prices come down?' 'In recent weeks this same question has been agitated to some extent, in certain trade circles, concerning the automobile industry. Now that the question has been brought up, it is well to meet it squarely and to answer it frankly and fearlessly. In this way there will be no camouflage, and the automobile public—and by that I mean those who are interested in the purchase of automobiles—will not be deceived by false hopes.

## NO REDUCTION SEEN.

"My straightforward reply is that the prices of automobiles will not come down for some time. In other words, as far as it is possible for us to look into the future for the making of price predictions, we can see no possibility of any reduction in the price of automobiles.

"This reply is not a snap judgment nor is it a haphazard guess. It is the result of a calm and deliberate analysis of the economic conditions that maintain today and are likely to maintain in the automotive world.

"Today, as always, material and labor are the controlling factors in the cost of automobile production. Of the materials, steel and iron form the basic metals that enter into the manufacture of the automobile. And any expert in the steel and iron industry will vouch for the statement that the price of these two commodities cannot fall for a long time to come. As long as the railroads remain in their present condition of congestion and inability to transport efficiently the steel and iron output of the nation, then there can be no increase in the production of these metals, with the consequent result that their prices will continue as high, if not higher, than they are at present. And until the price of steel and iron is lowered, the price of the fair-priced automobile will remain fixed.

## LABOR IMPORTANT FACTOR.

"Labor, the other determining factor in the cost of automobile production, will not accept any reduction in wages, and it is useless to look for a decrease in cost in this direction.

"Then there is the fact that practically all automobile companies have on hand large inventories of stock that enter into the manufacture of cars. The prices of the cars today are based largely on the price the companies paid for these raw materials and parts.

"Therefore, no automobile manufacturer who is merchandising his product at a reasonable margin of profit can lower his prices without disastrous results. The fact that there has been a downward tendency in a few scattered instances, in some lines of merchandise purely because of an overstocked and overpriced condition, is no indication of the trend of automobile prices. The automotive industry is not overstocked, nor are automobiles overpriced.

TRIP IN PONY BLIMP  
DELIGHTS ACTRESSRuth Roland, Movie Star, Pre-  
dicts Great Future for Small  
Goodyear Airship.

Mark up one for Ruth Roland, cinema star and heroine of the serial, "Ruth of the Rockies." Also ring up one for the new Goodyear-Pony Blimp, probably the world's smallest practical dirigible.

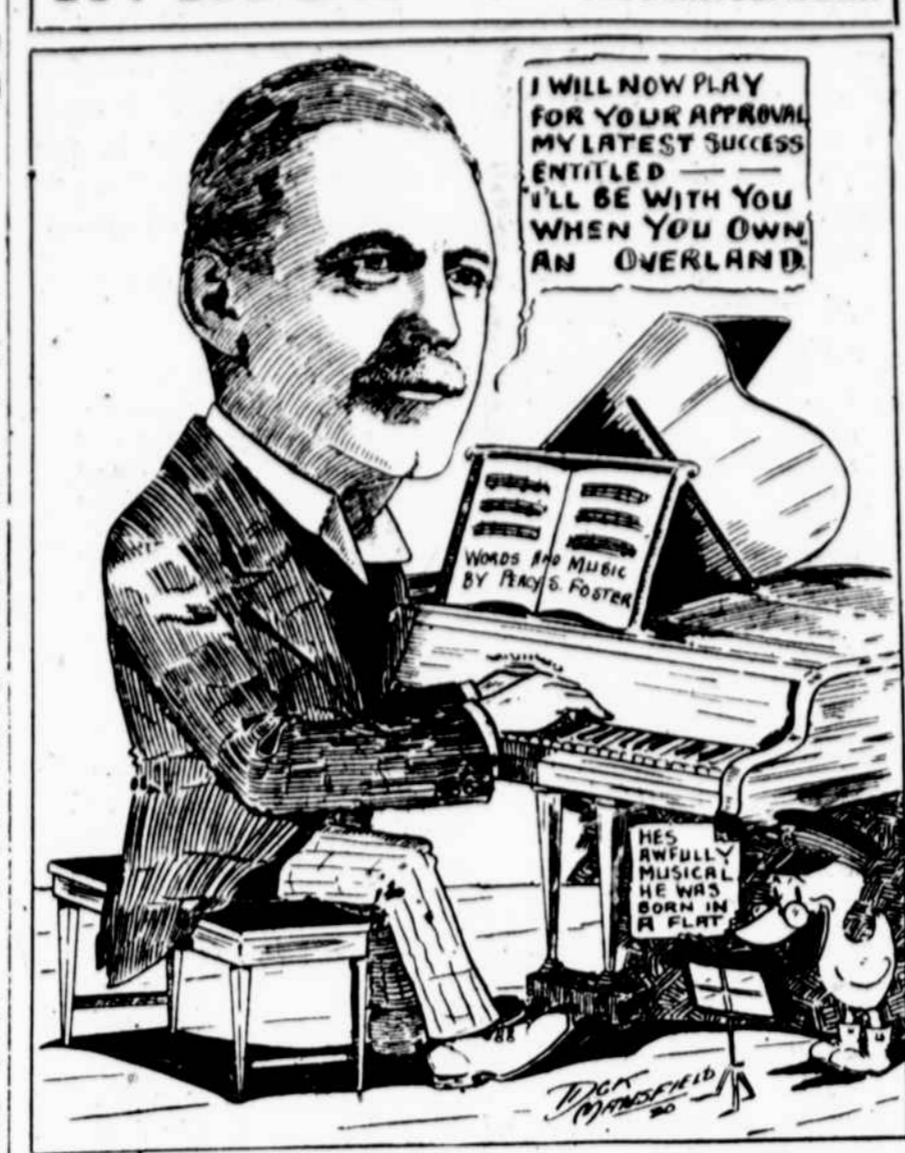
Miss Roland has pulled many spectacular stunts to delight movie fans, but it remained for her to gain the honor of being the first woman passenger to try out dirigible flying, when she took a jaunt over Coronado Island and the Pacific ocean, near San Diego, a few days ago, in the Goodyear "roadster of the air." Miss Roland's attention has been drawn to the small dirigible as a coming factor in aerial motion picture work, and her trip demonstrated conclusively the importance of its accomplishments and ease of maneuverability which render feasible many hitherto impossible effects in screen photography, in addition to offering novel possibilities in the making of movie thrillers.

Miss Roland and her studio manager, Norman Manning, were so impressed with the little airship's achievement that arrangements were at once concluded to use it in new episodes of her current serial, "Ruth of the Rockies."

While the airplane must maintain a racing speed or fall, the Pony Blimp is under no such handicap, its lighter-than-air construction enabling it to hover practically motionless at any desired height, or to glide along over a scene at a snail's pace. The ship is ninety-five feet long from tip of nose to tail, has a cruising range of 400 miles, and will carry two passengers and a pilot at a maximum speed of forty-five miles an hour up to an altitude of 5,000 feet.

"I wouldn't have missed the trip for worlds," raved Miss Roland. "We flew over lovely Coronado island with its flowered villas and waving palms until in my fancy I could see the scene all set for a movie serial thriller. I shall use the blimp in some brand-new thrillers before very long for aerial motion picture work. The little ship offers wonderful possibilities. It will enable us to present scenes hitherto impossible."

Miss Roland and Mr. Manning both predict that the midsize airship will prove an important factor in motion picture work in the future.

IN HIGH -- By 'Dick' Mansfield  
The Times Cartoonist

PERCY S. FOSTER, general sales manager of the Harper-Overland Company, a Washingtonian of note who works, as he plays, most successfully. P. S. is a member of the City Club, the Washington Board of Trade, and the Columbia Country Club.

ELGIN RACE ENTRIES  
NOW BEING RECEIVED

Entries for the Elgin automobile road race are now being received by the Chicago Motor Club, which, with the Elgin Automobile Road Race Association, will stage the A. A. A. championship affair on the Elgin course August 11.

The first nomination received by Director Root came from R. C. (Cliff) Durant, who will drive his new Chevrolet special, said to be the hand-somest racing car ever turned out. Three of the Duesenberg team have

been entered by Fred E. Duesenberg, as stated in a telegram to the club.

Tommy Milton, Jimmy Murphy and Eddie O'Donnell, will all be at Elgin, and will pilot eight-cylindered Duesenberg specials.

It was Murphy who took major honors at the opening of the Los Angeles Speedway, and piled to his credit the first of the championship points.

Milton and Murphy, it will be remembered, ran a neck and neck race in the 500-mile race at Indianapolis, and all but came in one-two. Milton was the star at Uniontown and again on July 5 at the Tacoma speedway, while Eddie O'Donnell has been well up in the money.

COAST TO COAST RUN  
FOR OVERLAND CARNovel Tour of New Four-Cylinder  
Machine Will Have Twenty-  
five Drivers.

What is perhaps the most novel economy run ever to be held is now being conducted by the Willys-Overland Company with one of the new four-cylinder Overland touring cars.

It is a coast-to-coast run with a constant change of drivers. It is expected that the car which started on its way last Sunday at midnight from New York before it reaches San Francisco will have been driven by at least twenty-five different drivers. In each territory through which the car passes it will be driven by a representative of the distributor through whose territory it is passing at the

time. He will hold the wheel of the car through his territory, turning it over at the boundary to the representative of the adjoining sales distributor.

An accurate record of the gasoline and oil consumption for the trip is being kept. The highly skilled and expert contest drivers' ability to get an extra mile from the last drop of gasoline will be replaced in this tug-of-war by the common fortunes of the average motorist.

The route is over roads such as are met up with in different sections of the country by motorists, and the run should afford a fair comparison of what the average owner can expect from his car. To date the car has been averaging about twenty miles an hour and should reach its destination some time the forepart of the week.

## ONLY HOPE A BLOWOUT.

The news that Mr. Coolidge is candidate-to-be Vice President makes us wonder how it feels to be one. There is analogy between a v. p. and a spare tire, with the difference, however, that the latter is sure, ultimately,

ly, of its mileage. But the only chance a Vice President has to get a run for his money is that the blow-out will occur before the end of a comparatively brief journey.—Motor Life.



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UP hill and down dale, out over country roads in a Reliable puts new joys into motoring. By all means, make those week-end trips and spend your vacation in a Reliable Used Car, the one sure way of guaranteeing comfort when travelling. Our prices are very moderate.

## 800 CARS TO CHOOSE FROM.

## TIME PAYMENTS.

COLE 1919 Sport Touring, mechanically excellent; shows no wear whatever. Will sacrifice.

VELE 1919 Club Roadster, 4-pass; very powerful; also 5-pass Touring, both cars equal to new.

HIDSON 1920-19-18 Speedsters, Touring Cars, Sedans, Coupes; large variety; excellent condition; fully equipped; at interesting prices.

HAYNES 1919 Club Roadster, 4-pass; equal to new; used only a short time; shows no wear.

CADILLAC 1919-18-17 Touring, Roadsters, Sportsters and sedans; largest selection in the city; every car in A-1 condition.

STANDARD 1919 Touring, 8-cyl.; very good hill climber; fully equipped; tip-top condition; shows no wear. A snap.

BUICKS 1919-18-17 Roadsters and Touring Cars, 4- and 6-cyl. models; large variety; fully equipped; excellent condition; low prices.

STUTZ 1919-18-17 Roadsters, Speedsters and Touring Cars, 2, 4- and 6-pass. models; very powerful; splendid equipment.

ESSEX 1919 Touring; equal to new; shows no wear whatever; run only 3500 miles; equipped with extras. A bargain.

PAIGE 1920 Sport Touring, 4-pass; A-1 condition; equipped with wire wheels and extras; also Touring Cars, Roadsters and Sedans; big bargains.

DODGES 1919-18-17 Roadsters and Touring Cars; A-1 condition; large variety; mechanically excellent; fully equipped.

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